

## **“The pharma packaging landscape is evolving rapidly, driven by advancements in technology and changing regulatory landscapes”**

31 December 2024 | Interviews | By Amguth Raju

Recently elevated from CEO to Chairman and Managing Director (CMD) of Ecobliss India, AVPS Chakravarthi, has been at the forefront of developing eco-friendly packaging technologies, particularly for the pharma, biotechnology and allied industries, worldwide. Chakravarthi, with over four decades of experience, has turned Ecobliss India into a pioneer in the field of blister packaging, catering to industries such as pharmaceuticals, food, and FMCG. Apart from his corporate endeavours, he serves as a global ambassador for the World Packaging Organization (WPO), promoting best practices in packaging to reduce environmental impact. He has also been recognised with numerous awards for his contributions to the industry, including honours for innovation and leadership in sustainable packaging. In an interview with BioSpectrum, Chakravarthi shares his perspective and insights into the new and emerging trends in pharmaceutical packaging and the future ahead.



**Could you tell us about your journey from being the CEO and presently to CMD of Ecobliss India?**

The transition to CMD is not a significant milestone as it is business as usual. However, personally, it is a moment of pride, reflecting the trust and faith my team and stakeholders have in me. It allows me to focus on strategic growth, mentorship, and steering Ecobliss India toward greater innovation and sustainability. I believe this position enables me to amplify the company’s vision and legacy in the pharmaceutical packaging sector.

In this role, I see myself as more of a mentor and guide. It's about empowering my team, encouraging fresh ideas, and ensuring that Ecobliss remains a leader in the pharmaceutical packaging industry. Sustainability and innovation are close to my heart, and this position enables me to champion these values more effectively, aligning the company's goals with global demands for eco-friendly solutions.

**What are your immediate priorities and long-term strategies for steering Ecobliss India's growth, especially in the pharmaceutical packaging domain?**

My immediate focus is to fortify the core strengths that have defined Ecobliss India's success. This includes enhancing our technical capabilities, ensuring operational excellence, and expanding our reach in the global pharmaceutical packaging market. We are working towards strengthening our existing product lines while innovating new, value-driven packaging solutions that address the evolving needs of the industry.

In the long term, I envision Ecobliss India as a pioneer in integrating cutting-edge technologies into our processes. This involves leveraging advancements such as smart packaging and automation to improve efficiency and ensure product safety. Sustainability is also at the heart of our strategy. By adopting eco-friendly materials and processes, we aim to align with global environmental standards while providing solutions that resonate with customer expectations for greener alternatives.

Another critical aspect of our strategy is capacity building. We are investing in infrastructure expansion and upskilling our workforce to maintain a competitive edge. By fostering strategic partnerships with key stakeholders and collaborators, we can drive innovation and reach new markets.

Ultimately, my goal is to position Ecobliss India as a global leader in pharmaceutical packaging with sustainable, innovative and customer-centric solutions.

**What are some of the pharmaceutical packaging solutions offered by Ecobliss and how do they align with the evolving demands of the pharmaceutical industry?**

We offer a comprehensive range of pharmaceutical packaging solutions tailored to meet the industry's stringent requirements. Our portfolio includes child-resistant (CR), senior-friendly, tamper-evident, and anti-counterfeit packaging. These solutions are designed to enhance product safety and ensure compliance with regulatory standards.

Blister packaging is one of our core strengths, and we specialise in creating innovative designs that address both functional and aesthetic needs. Our blister packs cater to diverse pharmaceutical formats, from tablets and capsules to injectable drugs. Each design emphasises ease of use for patients while maintaining the highest standards of safety.

To address the industry's growing focus on product security, we provide tamper-evident and anti-counterfeit features that safeguard the integrity of pharmaceutical products. This is particularly crucial given the rising concerns about counterfeit medicines globally.

Our solutions also align with sustainability goals, as we incorporate eco-friendly materials and manufacturing processes to reduce environmental impact. By adopting a customer-centric approach, we ensure that our packaging solutions are not only compliant but also enhance the overall user experience, reflecting the evolving demands of the pharmaceutical sector.

**What are the new emerging trends that you see in pharmaceutical packaging and how is Ecobliss adopting innovative and sustainable practices?**

The pharmaceutical packaging landscape is evolving rapidly, driven by advancements in technology, changing regulatory landscapes, and growing consumer awareness. Some key trends include smart packaging, serialisation, and a strong shift toward eco-friendly materials.

We are actively embracing these developments to stay ahead in the industry. For instance, smart packaging solutions, such as RFID-enabled and QR code-integrated designs, are becoming essential. These not only enhance product security and traceability but also improve patient engagement by providing interactive and informative features.

Serialisation is another crucial area we're focusing on, as it helps combat the global issue of counterfeit drugs. Our packaging solutions incorporate robust tracking mechanisms, ensuring compliance with international anti-counterfeit regulations.

Sustainability is at the heart of our strategy. We are transitioning toward the use of biodegradable and recyclable materials, reducing our carbon footprint while meeting customer and regulatory expectations. We are also optimising our manufacturing processes to minimise waste and energy consumption.

By aligning with these emerging trends, Ecobliss is not only delivering innovative packaging solutions but also contributing to a more sustainable and secure pharmaceutical ecosystem. This proactive approach ensures that our offerings are not just relevant today but are future-ready, keeping us at the forefront of the industry.

### **How committed is Ecobliss to environmentally friendly packaging solutions?**

We are actively developing and promoting packaging solutions that use recyclable and biodegradable materials. For instance, our eco-friendly blister packs are designed to minimise plastic usage without compromising functionality. Additionally, we are optimising our processes to reduce waste and carbon emissions, reflecting our commitment to a greener planet.

### **Has Ecobliss recently introduced any unique packaging solutions that have gained significant attention from clients or the industry?**

Recently, we launched a unique child-resistant and senior-friendly packaging solution that has received accolades from both clients and industry experts. This solution not only enhances safety but also improves user convenience, meeting global regulatory standards. Such innovations demonstrate our commitment to addressing real-world challenges with thoughtful design and engineering.

### **How do you view the current state of the pharmaceutical industry in terms of growth, exports, and challenges? How does Ecobliss plan to contribute to and support the industry's advancement?**

The pharmaceutical industry is experiencing robust growth, driven by rising global demand and increased investments in R&D. However, challenges like regulatory compliance and supply chain disruptions persist. Ecobliss is playing a crucial role in this ecosystem by offering packaging solutions that enhance product safety, ensure regulatory adherence, and improve supply chain efficiency. Our focus on innovation and sustainability aligns with the industry's trajectory toward excellence.

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